

GPS magazine

GPSmagazine.com

GPSmagazine is an online magazine dedicated to GPS navigation devices. Our influential audience stops by frequently to check out the latest news, reviews, and product recommendations. Widely viewed as an authority on the latest trends in GPS and the consumer electronics industry, GPSmagazine can have a big branding impact for advertisers.

Readers depend on GPSMagazine to directly guide their personal and professional purchases. For example, one of our readers recently commented: "I was going to buy the TomTom, but after reading your review I'm going with the Garmin StreetPilot c550. Thanks for the great review!"

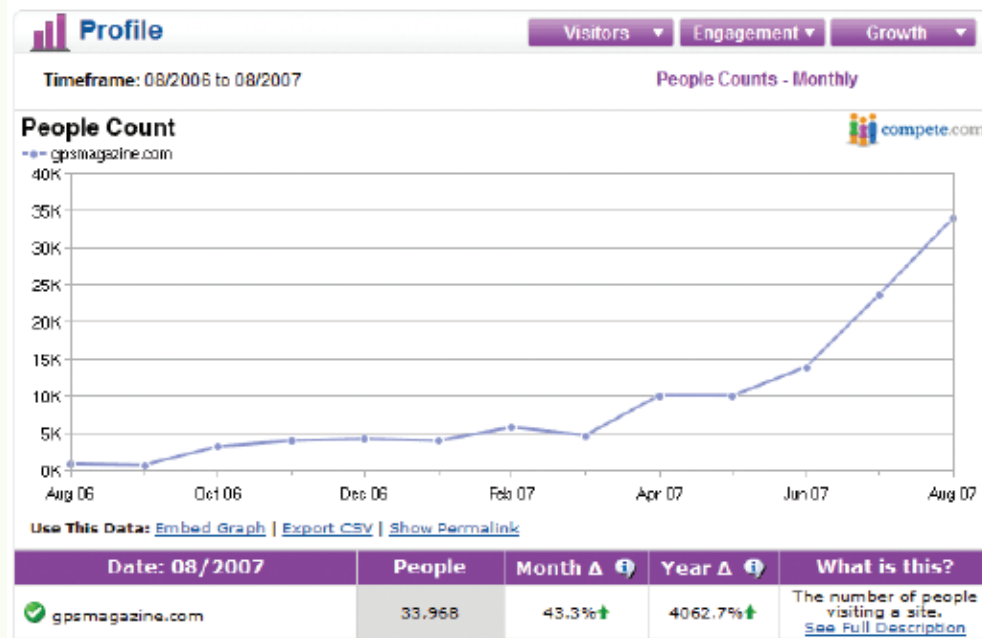
GPSmagazine's readership is exploding. Daily visits and page-views have more than doubled in the past 3 months alone, and we have developed a loyal following of readers who visit us on a daily basis.

- ➔ The most in-depth consumer GPS reviews on the Internet
- ➔ The latest news about GPS's and GPS accessories
- ➔ Exclusive GPS previews from top manufacturer such as TomTom, Magellen, and Garmin
- ➔ A deep and appreciative user community that adds to GPSmagazine on a constant basis
- ➔ Comprehensive buyer's guide that offer comparisons on every potential customer's possible wants: price, extras, voice prompts, hardware, maps, screens, and much much more
- ➔ Individual comparison reviews to help our readers get exactly what they want and need

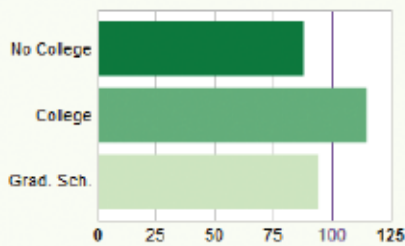
"Nice review and thanks for all of your hard work on this wonderful site. Kudos to you!"

-- TheOfficeMaven, GPSmagazine reader

GPSmagazine Audience Profile

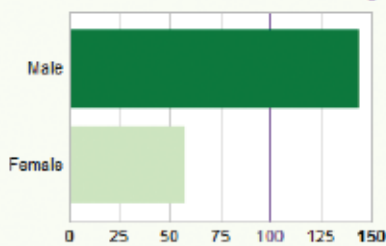


Head of Household Education

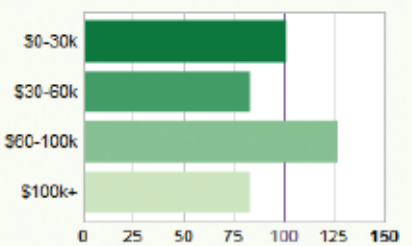


Gender

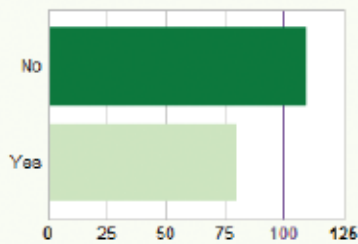
100 = Internet Average



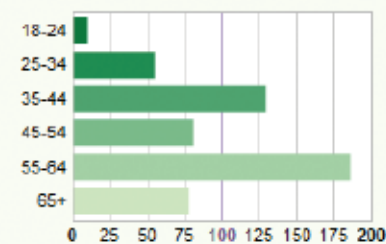
Household Income



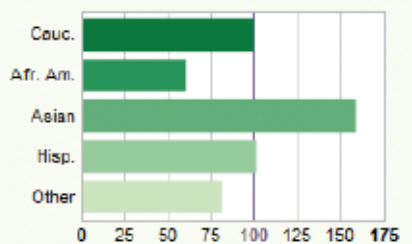
Children Ages 6-17 in Household



Age

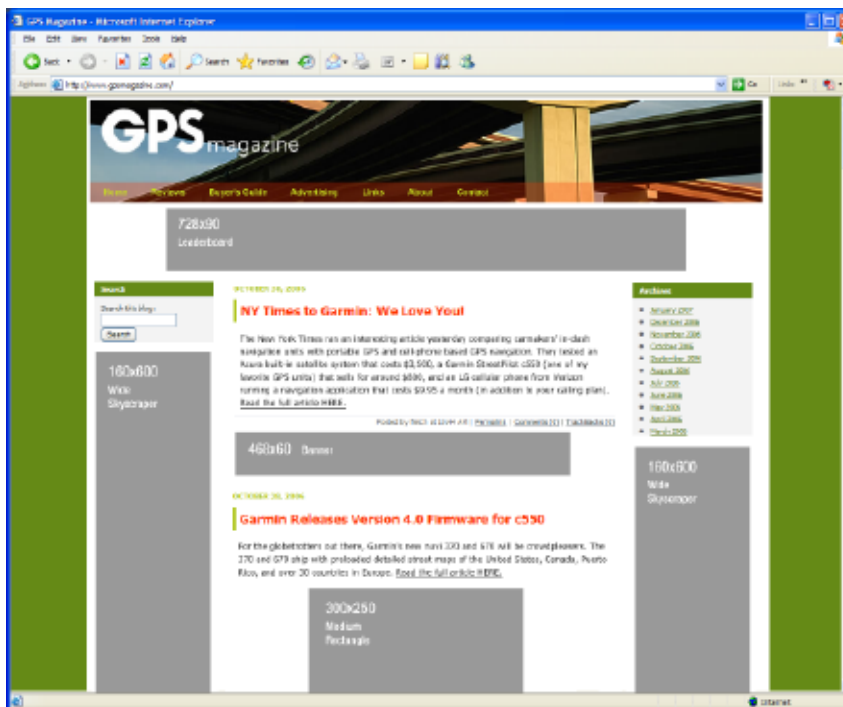


Ethnicity



GPSmagazine Ad Rates

→ AD UNIT	SPECS	RATE
Leaderboard	728x90 pixels	CPM: \$10
Banner	468x60 pixels	CPM: \$10
Wide Skyscraper	160x600 pixels	CPM: \$15
Medium Rectangle	300x250 pixels	CPM: \$15
Large Rectangle	336x280 pixels	CPM: \$18



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You no longer need a GPS to find good GPS content!



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